AI Entertainment Studio Secures Funding from Top Investors

Description

Veteran media executive Peter Chernin and tech investor Andreessen Horowitz are supporting a new studio that will use artificial intelligence to create shows and movies. This studio, called Promise, is led by George Strompolos, Jamie Byrne, and Dave Clark. They are focusing on using AI tools for everything from planning scenes to production. Instead of just using AI for special effects, Promise is building its whole studio around this technology.

The company plans to make shows, movies, and interactive content within three years. Other big companies are starting to use AI for creating content, but Promise is one of the first studios completely dedicated to it. This is changing how entertainment companies create content. In the future, more people will be able to make high-quality shows and movies using these tools without needing Hollywood's help.

For more information, contact Jessica Toonkel at jessica.toonkel@wsj.com

Vocabulary List:

1. **Executive** /ɪgˈzɛkjʊtɪv/ (noun): A person with senior managerial responsibility in a business.
2. **Artificial** /ˌɑːtɪˈfɪʃl/ (adjective): Made or produced by human beings rather than occurring naturally.
3. **Production** /prəˈdʌkʃən/ (noun): The action of making or manufacturing from components or raw materials.
4. **Dedicated** /ˈdɛdɪkeɪtɪd/ (adjective): Devoted to a task or purpose.
5. **Interactive** /ˌɪntəˈræktɪv/ (adjective): Involving communication between people or things.
6. **Technology** /tɛkˈnɒlədʒi/ (noun): The application of scientific knowledge for practical purposes especially in industry.

Comprehension Questions

Multiple Choice

1. Who are the key individuals leading the new studio Promise?

    Option: Peter Chernin, Andreessen Horowitz
    Option: George Strompolos, Jamie Byrne, Dave Clark
    Option: Jessica Toonkel, Peter Chernin
    Option: Dave Clark, Jessica Toonkel

2. What is the main focus of Promise studio using AI tools for?

   Option: Special effects
   Option: Production only
   Option: Planning scenes to production
   Option: Post-production editing

3. What sets Promise studio apart from other companies using AI for content creation?

   Option: Their dedication to using AI for special effects
   Option: Their utilization of AI only for post-production
   Option: Their focus on interactive content creation
   Option: Their complete dedication to AI tools in content creation

4. What type of content does Promise plan to create within three years?

   Option: Shows only
   Option: Movies only
   Option: Interactive content only
   Option: Shows, movies, and interactive content

5. How is the use of AI tools by Promise impacting the entertainment industry?

   Option: Makes content creation more difficult
   Option: Limits creativity in content production
   Option: Reduces the need for Hollywood assistance
   Option: Decreases the quality of shows and movies

6. Who can be contacted for more information about Promise studio?

   Option: George Strompolos
   Option: Jamie Byrne
   Option: Jessica Toonkel
   Option: Dave Clark

True-False

7. Promise studio is led by Peter Chernin and Andreessen Horowitz.

8. Promise is one of the first studios completely dedicated to using AI for content creation.

9. The use of AI tools by Promise will not impact how entertainment companies create content.

10. More people will rely on Hollywood for content creation due to Promise studio's use of AI tools.

11. Promise studio plans to focus solely on special effects in content creation.

12. The key individuals leading Promise studio are Jessica Toonkel and Dave Clark.

Gap-Fill

13. Promise studio is supported by veteran media executive Peter Chernin and tech investor

_____ .

14. Promise studio is focused on using AI tools for everything from planning scenes to

_____ .

15. Promise studio aims to create shows, movies, and interactive content within _____

years.

16. Promise studio is changing how entertainment companies create content by making it more accessible

to _____ .

17. To learn more about Promise studio, contact _____ at jessica.toonkel@wsj.com.

18. Promise studio plans to make high-quality shows and movies using AI tools without relying on

_____ assistance.

Answer

Multiple Choice: 1. George Strompolos, Jamie Byrne, Dave Clark 2. Planning scenes to production 3. Their complete dedication to AI tools in content creation 4. Shows, movies, and interactive content 5. Reduces the need for Hollywood assistance 6. Jessica Toonkel

True-False: 7. False 8. True 9. False 10. False 11. False 12. False

Gap-Fill: 13. Andreessen Horowitz 14. production 15. three 16. more people 17. Jessica Toonkel 18. Hollywood's

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Who is typically responsible for the overall management of a company?

   Option: Accountant
   Option: Secretary
   Option: Executive
   Option: Designer

2. Which field focuses on the development and application of scientific knowledge for practical purposes?

   Option: Technology
   Option: History
   Option: Philosophy
   Option: Mathematics

3. In storytelling who is the individual or entity that drives the plot forward?

   Option: Audience
   Option: Character
   Option: Narrator
   Option: Setting

4. What term refers to the creation of a plan or convention for the construction of an object system or measurable human interaction?

   Option: Function
   Option: Design
   Option: Chaos
   Option: Destruction

5. What is a response to a stimulus?

   Option: Reaction
   Option: Proaction
   Option: Inaction
   Option: Transaction

6. Which term refers to the exchange of goods and services especially on a large scale?

   Option: Communication
   Option: Commerce
   Option: Compensation
   Option: Compliance

7. What is the emotion experienced when something unexpected happens?

   Option: Angry
   Option: Sad
   Option: Happy
   Option: Surprised

8. Which term describes someone who is keen or enthusiastic about something?

   Option: Lazy
   Option: Eager
   Option: Cautious
   Option: Reluctant

9. What are new pieces of information or enhancements to existing content or services called?

   Option: Updates
   Option: Downgrades
   Option: Stagnations
   Option: Freezes

10. What are the most important parts or aspects of something?

   Option: Lowlights
   Option: Highlights
   Option: Shadows
   Option: Outlines

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ intelligence focuses on machines that are programmed to think like humans.

12. People _____ special occasions like birthdays and anniversaries.

13. The car _____ plant works around the clock to meet demand.

14. The latest software update is _____ for download.

15. The company hired an _____ assistant to help with daily tasks.

16. Each country has its own unique customs and _____ .

17. The news of the merger elicited a mixed _____ from investors.

18. The mall installed cameras for increased security and _____ .

19. The speaker gave a brief _____ before starting the lecture.

20. Please check the app regularly for the latest _____ and bug fixes.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The team member was highly committed to the project and worked tirelessly to achieve success.
22. The educational app encouraged students to engage actively with the content through quizzes and games.
23. Constructive feedback is essential for growth and improvement in any field.
24. The anticipation of the upcoming vacation filled the family with joy and enthusiasm.
25. The movie's sequel is set to be released next year continuing the story from where it left off.
26. The detective decided to further investigate the mysterious disappearance.
27. The annual cultural festival drew thousands of visitors with music dance and food.
28. The detective was called to the crime scene where a wealthy businessman was found dead.
29. The latest model of the smartphone is now in stock and ready for purchase.
30. The project manager outlined a detailed plan to ensure the successful completion of the task.

Answer

Multiple Choice: 1. Executive 2. Technology 3. Character 4. Design 5. Reaction 6. Commerce 7. Surprised 8. Eager 9. Updates 10. Highlights

Gap-Fill: 11. Artificial 12. celebrate 13. production 14. available 15. administration 16. culture 17. reaction 18. surveillance 19. introduction 20. updates

Matching sentence: 1. dedicated 2. interactive 3. criticism 4. excitement 5. sequel 6. probe 7. mela 8. murdered 9. available 10. plan

CATEGORY

1. Entertainment - LEVEL1

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